

# BookMark

## Case Study

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### The Idea

BookMark, a digital notebook for book notes. This idea is derived from a personal roadblock I experienced when wanting to take notes on the books I read for fun. As someone who prefers reading with a physical copy in my hands, and prefers not to mark up my books with pen and post-it notes, I wanted to address the problem I was encountering with this question:

How can I take notes while reading and have them organized and easy to access for future reference?

### The Research

After addressing the problem and approaching it with the question above, there were two things I needed to figure out: what are possible answers to my question, and is this a problem other people experience and are looking for a solution to?

### Market Research

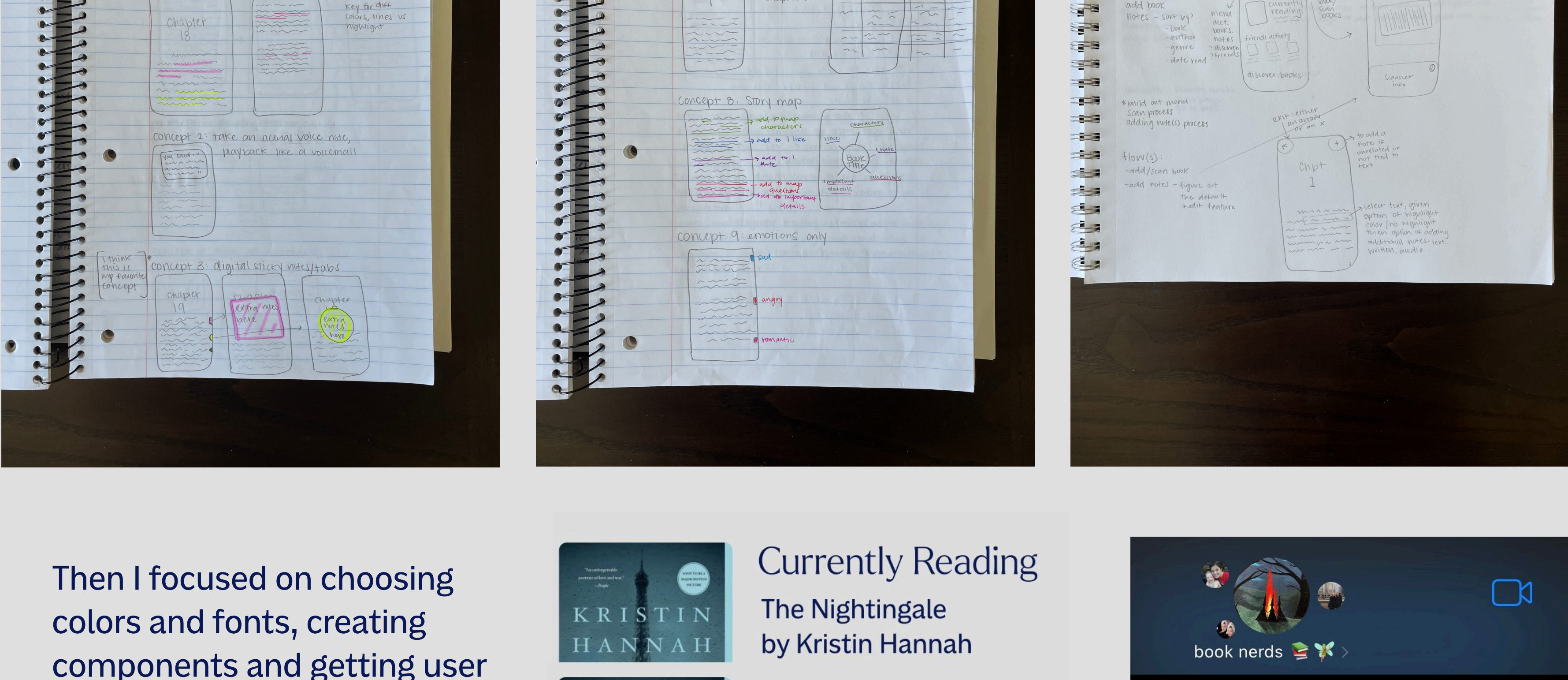
In order to look for solutions to my problem, I needed to know if there were existing apps that already solved this problem, and if they were successful at it. The biggest competitor I found was Kindle, an e-reader device that has note-taking capabilities built in, however the problem we have isn't solved by Kindle. There are also a variety of note-taking apps on the market, but none specifically addressing the issue of keeping digital notes while reading a hard copy book.

### Interviewing

To understand my potential users, I needed to know what their habits are when it comes to reading. I interviewed a range of different readers and learned what they like to read, whether they take notes, or think about taking notes, how they currently take notes, if the genre affects their desire to take notes, and their preferred reading methods (physical copy, eBook, audiobook) among other questions.

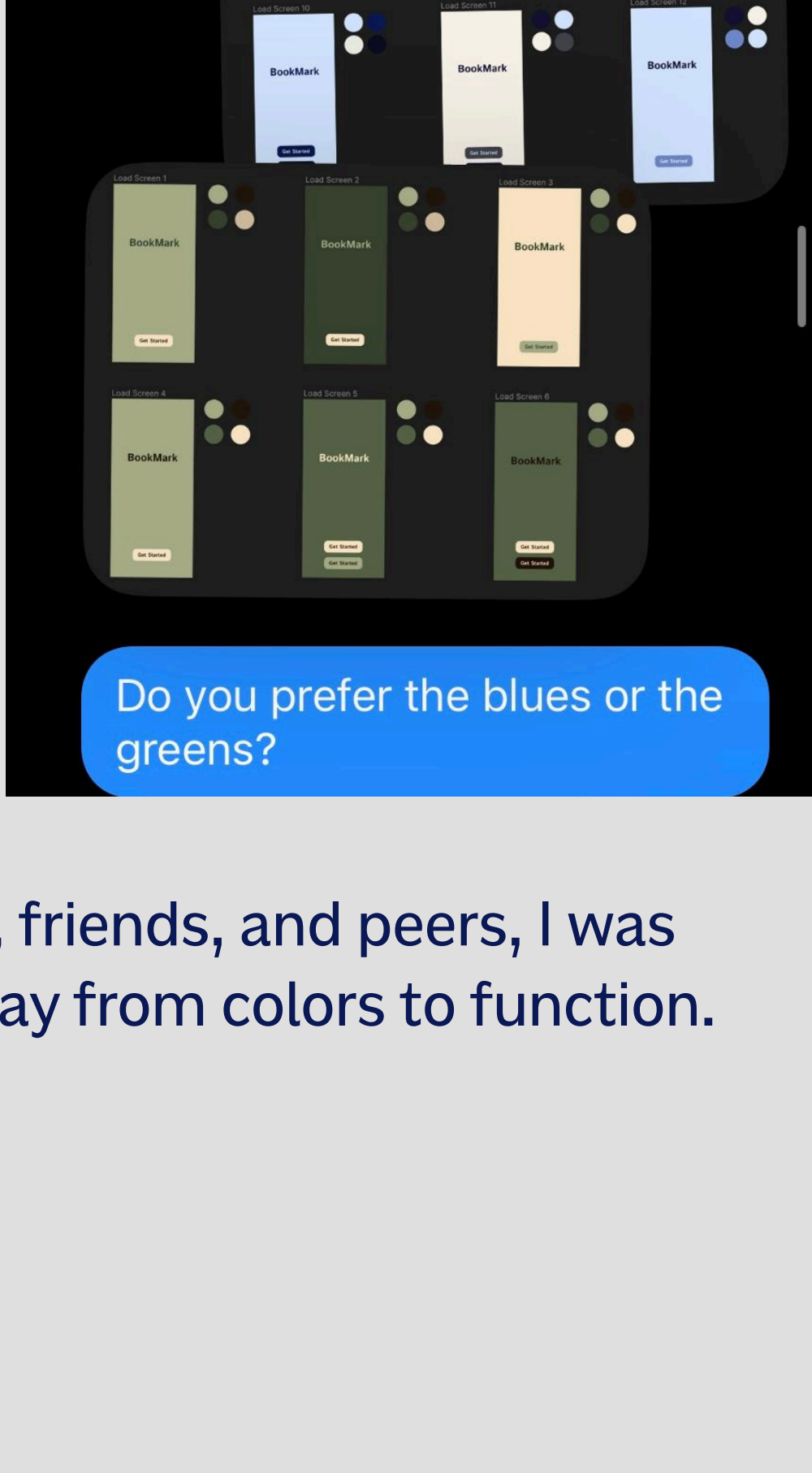
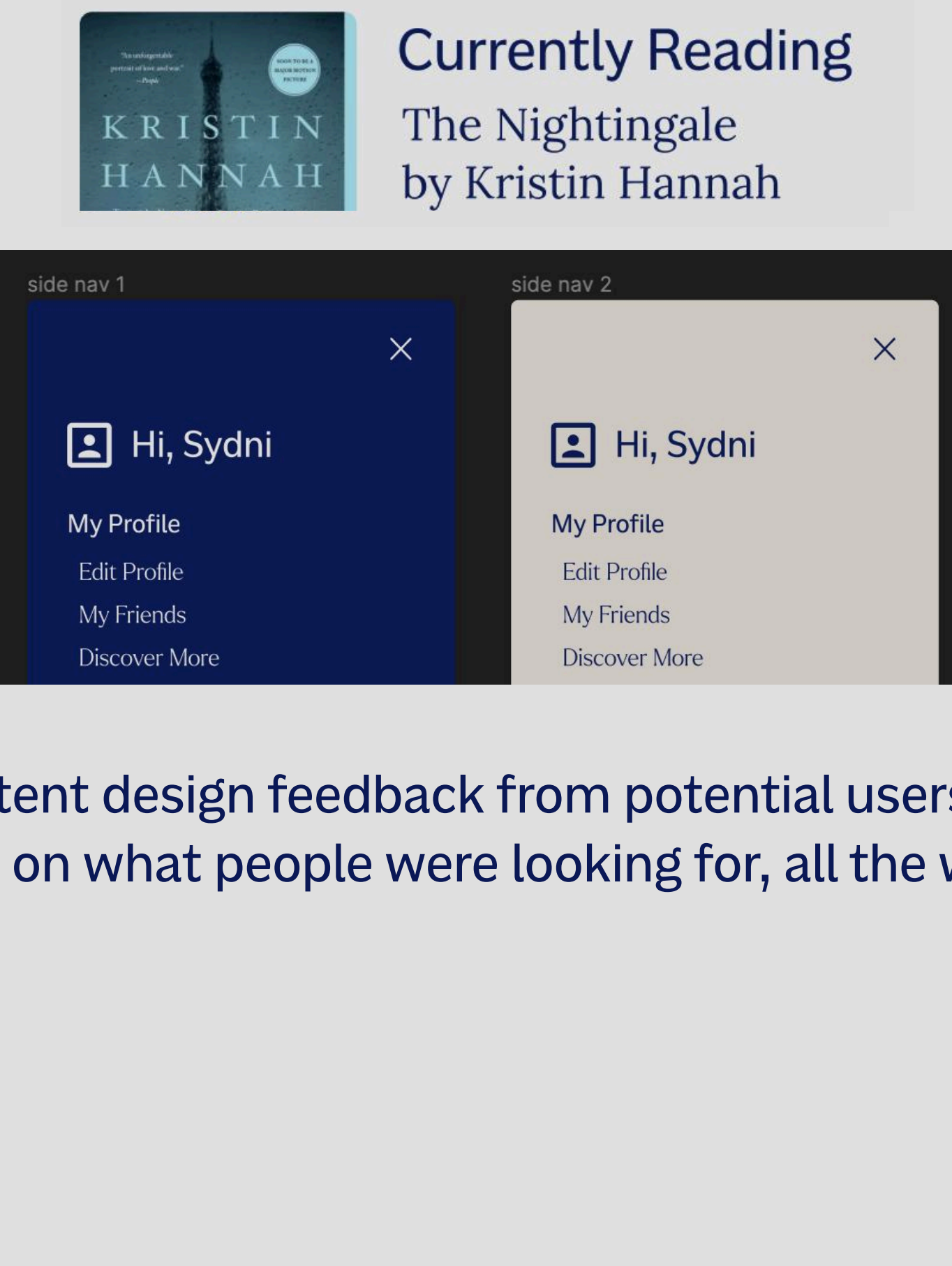
### The Design Process

With the start of my research, I can begin to sketch wireframes, list what's needed for the app, create different concepts, and pull ideas into Figma.



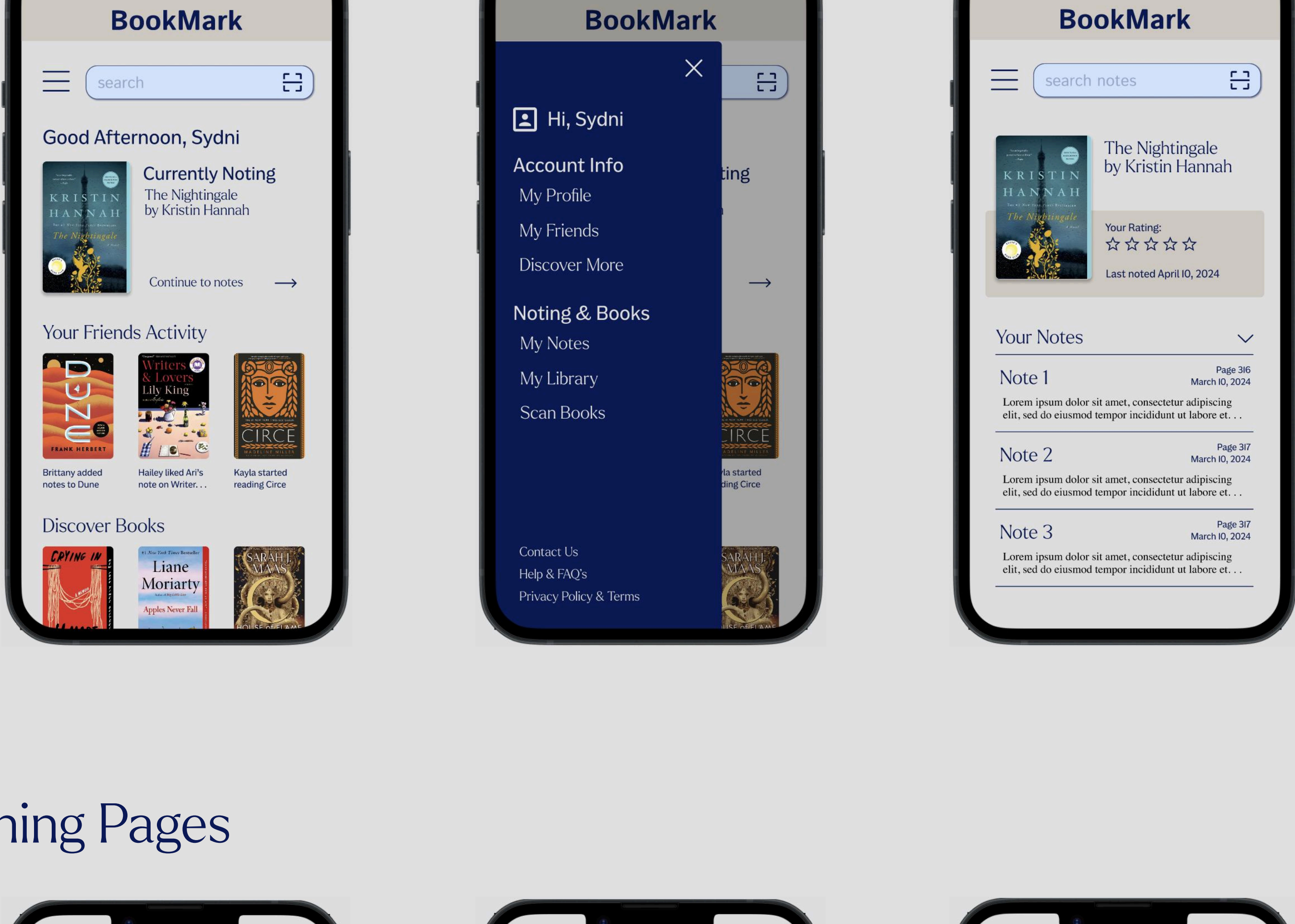
Then I focused on choosing colors and fonts, creating components and getting user feedback to help inform my design choices.

Once I landed on which fonts and colors would represent BookMark, I was able to get started on a high fidelity prototype that I could then take back to the research stage and get more user feedback based on first impressions and interaction.

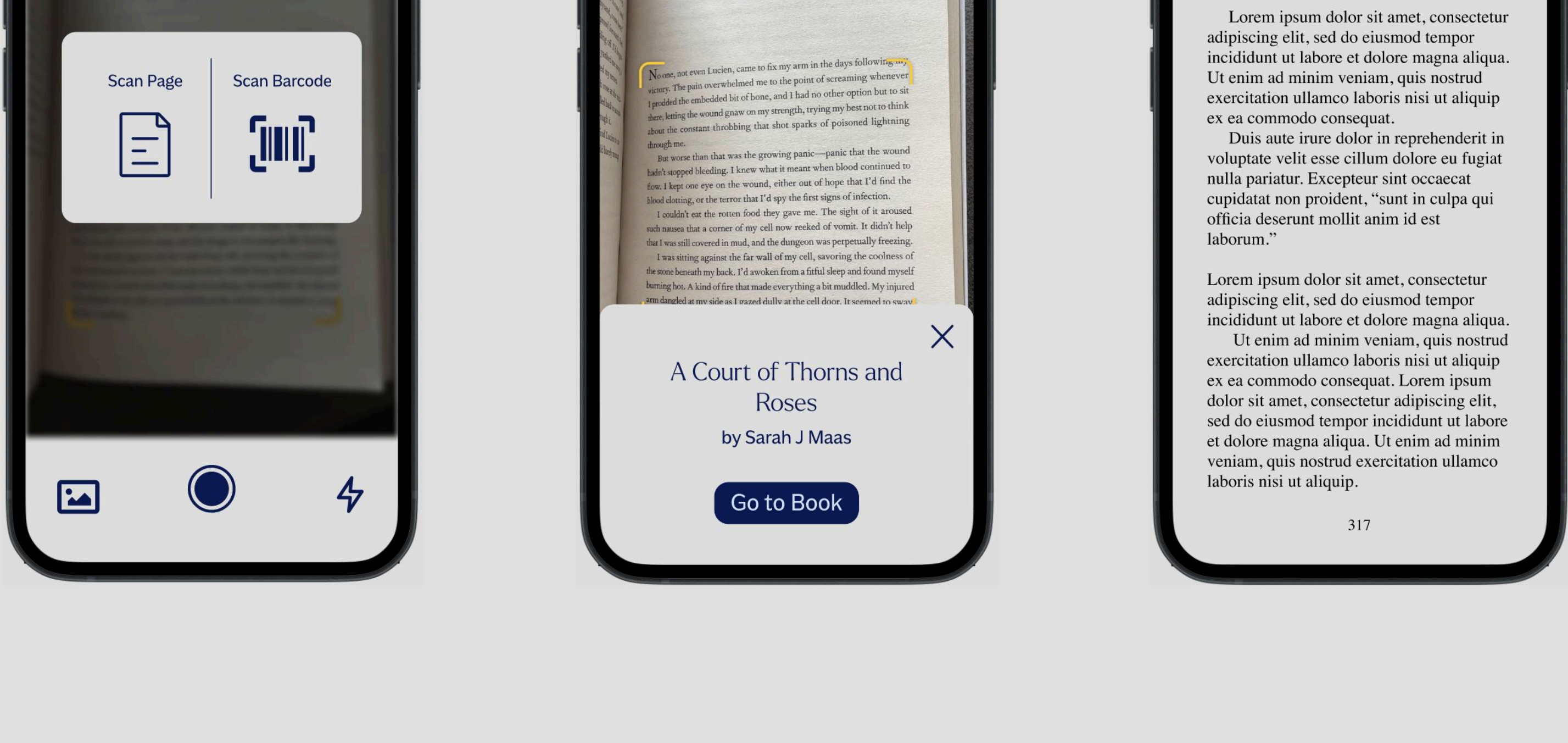


### The Product

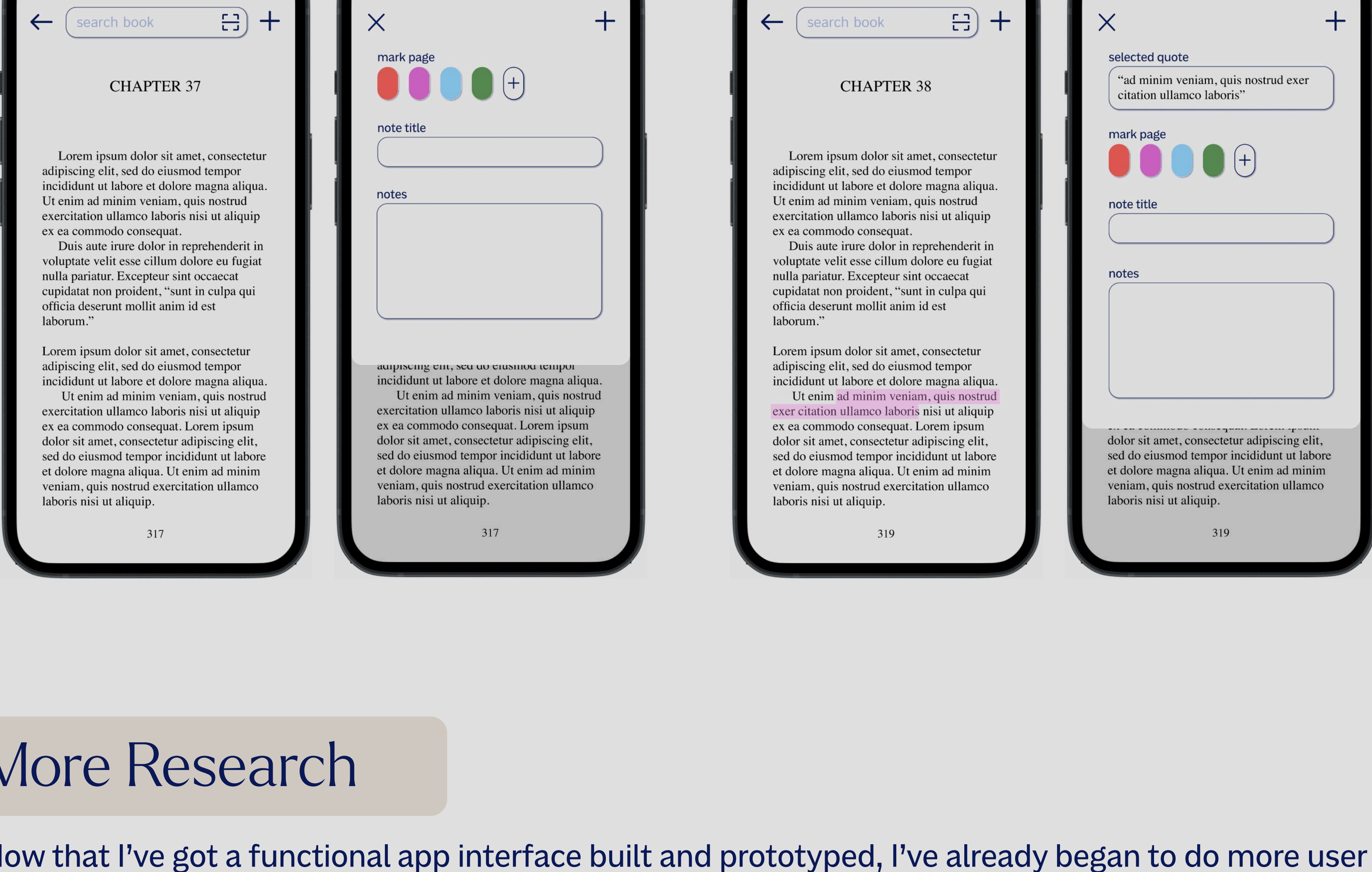
#### Main Navigation



#### Scanning Pages



#### Taking Notes



### More Research

Now that I've got a functional app interface built and prototyped, I've already begun to do more user testing to address the usability of the flow, functions that might be unnecessary, or ones that need to be added, and even having deeper conversations about the idea of the app and how it could be for more than just taking notes.

As I've worked on BookMark from conception to prototype, I've been so consistently excited and driven building this project that I plan to continue working on it and carrying out user research/testing beyond the timeline of one semester, with the potential of building it in a Javascript program for my Capstone project.